

PARTNERSHIP OPPORTUNITY

EXPERIENCE STEAM EVENT

[AUG 10-14, 2022 | MALL OF AMERICA]





DID YOU KNOW?



\$300,000

Increased career earnings
with 2-Year degree



3.4 Million

National shortfall of Skilled
Technical Workers in 2022



\$89,780

Medium annual wage of
STEAM occupants in 2020



79%

Growth in STEAM
occupations since 1990

TOMORROW'S TALENT PIPELINE BEGINS BY INVESTING IN STEAM EDUCATION TODAY

Our state's competitiveness depends on increasing opportunities for a more diverse and inclusive workforce. Those building blocks start early in K-12 education, particularly within **Science, Technology, Engineering, Arts and Math (STEAM)**.

We invite you to be a part of building the pipeline of **diverse talent** for years to come.





EXPERIENCE

STEAM

[advanced technological education]

The National Center for Autonomous Technologies (NCAT), along with Northland Community & Technical College, the National Science Foundation (NSF), Minnesota State Colleges and Universities (Minnesota State), and Mall of America (MOA) are hosting a week-long STEAM event August 10-14, 2022.

This event coincides with back-to-school traffic and Mall of America's 30th Birthday Celebration. Plans include celebrity appearances, concerts, and numerous opportunities for K-12 youth and families to actively participate in highly experiential hands-on learning experiences, including robotics events, student competitions, and many more.

OPPORTUNITY TO EXPERIENCE STEAM IN ACTION

We anticipate thousands of youth and their families will attend the week-long highly-engaging event. There will be a major focus on attracting youth and their families from underrepresented communities.



PARTNERSHIP OPPORTUNITIES & BENEFITS

PARTNERSHIP OPPORTUNITY [Benefits & Recognition]	GOLD [\$40,000]	SILVER [\$25,000]	BRONZE [\$10,000]
Promotional Logo Inclusion			
Event Organizer Website			
Social Media			
Event T-Shirts			
On-Site Logo Inclusion	\$57,600+ Value	\$57,600 Value	\$33,600 Value
Digital Skyways (8 weeks)			
Digital Halos (8 weeks)			
Digital Vertical Screens (8 weeks)			
On-Site Event Signage (Week of event)			
Social Post Inclusion	\$189,600 Value	\$94,800 Value	\$25,200 Value
Number of Posts	10	5	2
Total Value	\$247,200	\$152,400	\$58,800

***The Gold Corporate Partner is the 'Exclusive Event Partner'.
The company logo will be included on ALL event promotional materials.**

To partner with us for the EXPERIENCE STEAM event, register at:
ncatech.org/steam-event-partner



MALL OF AMERICA HIGHLIGHTS

[mallofamerica.com]



525,000+

Unique website visitors per month



1 Million

social media followers



40-Million

annual visits



8,800+

LinkedIn followers



65,900+

Twitter followers



531,800+

Facebook followers



187,400+

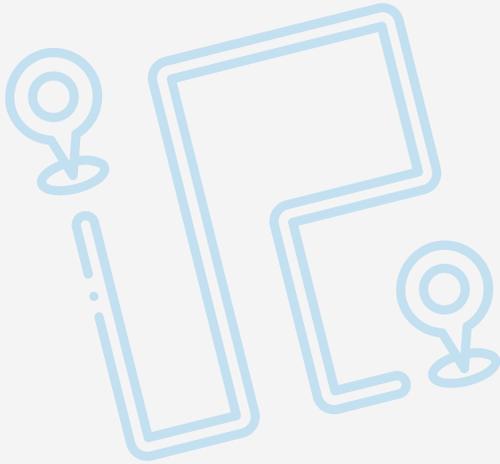
TikTok followers



102,000+

Instagram followers





CLEAR PATHWAY FROM K-12 TO HIGHER ED TO SKILLED TECHNICAL WORKFORCE

This week-long experience seeks to engage youth and inspire them to consider pursuing post-secondary education and eventually a career in the STEAM field.

A primary goal of this event is to demonstrate and facilitate clear pathways to STEAM careers. We anticipate numerous Minnesota State Colleges and Universities will be present, along with other leading regional employers. Showcasing your organizations opportunities will inspire youth to discover a pathway toward their future. You will not want to miss this once in a generation opportunity!

Mall of America (MOA) is the #1 retail and entertainment destination in the U.S.

This event will put your brand centerstage for hundreds of thousands of MOA attendees and countless more leading up to the event through social media and traditional media. We invite you to partner with us and inspire the next generation of STEAM leaders and your future workforce.

Join in on the action. Partner with us today! For more information, visit ncatech.org/steam-event-partner.

